

CANADIAN MOVING PICTURE DIGEST

Vol. 21, No. 10

TORONTO 2, CANADA

July 6th, 1929

THE GREATEST SHOWS ON EARTH

It is possible for you to have every week—every day in the year a show in your theatre equivalent to the best that Broadway could ever provide, thanks to

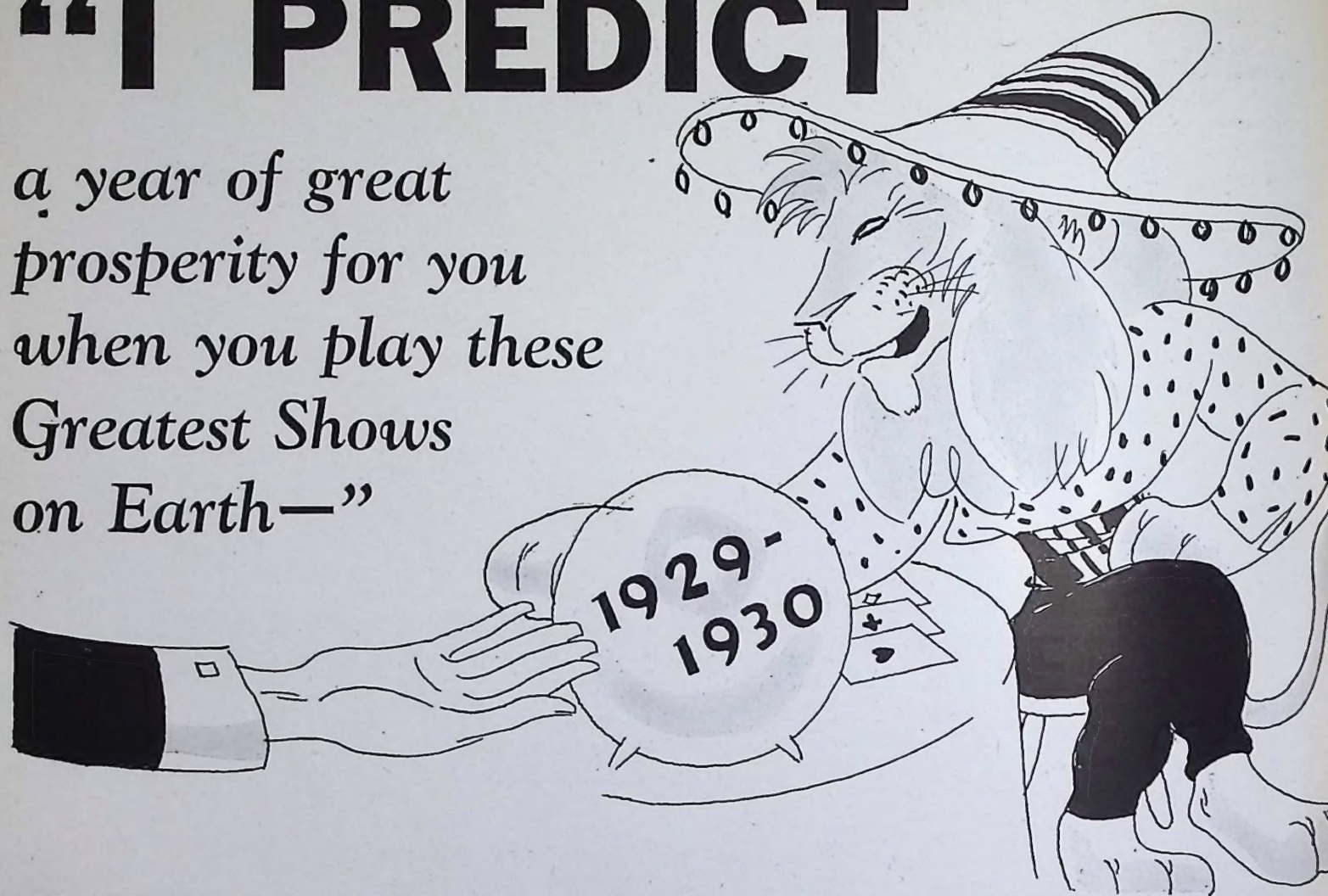
METRO-GOLDWYN-MAYER



PUBLISHED BY
CANADIAN MOVING PICTURE DIGEST COMPANY LIMITED
259 SPADINA AVENUE, TORONTO 2

"I PREDICT

a year of great
prosperity for you
when you play these
Greatest Shows
on Earth—"



47 GREATEST SHOWS ON EARTH FOR WIRED HOUSES

JOHN GILBERT in
2 ALL TALKERS
"Redemption"
"Olympia" (title to be changed)

GRETA GARBO in
2 ALL TALKERS
"Anna Christie"
And One More

WILLIAM HAINES in
3 ALL TALKERS
"Navy Blue"
"Springboard"
And One More
1 SYNCHRONIZED
"Speedway"

JOAN CRAWFORD in
2 ALL TALKERS
Titles to be announced
2 SYNCHRONIZED
"Our Modern Maidens"
"Jungle" (title to be changed)

LON CHANEY in
3 SYNCHRONIZED
"The Bugle Sounds"
And Two More

RAMON NOVARRO in
2 ALL TALKERS
Titles to be announced

BUSTER KEATON in
2 ALL TALKERS
Titles to be announced

COSMOPOLITAN PRODUCTIONS
3 ALL TALKERS
Titles to be announced

THE DUNCAN SISTERS in
"COTTON AND SILK" (Title to be changed)
All Talking, Singing, Dancing

VAN & SCHENCK in
THE PENNANT-WINNING
BATTERY (All Talking, Singing)

MADAME X
(All Talking)

COLLEGE LIFE
(All Talking, Singing)

THE ROAD-SHOW
Charles King—Bessie Love
(All Talking, Singing, Dancing)

HALLELUJAH
(All Talking, Singing)

THE BISHOP MURDER CASE (All Talking)

THE THIRTEENTH CHAIR (All Talking)

EVA THE FIFTH
(All Talking)

THE SONG WRITER
(All Talking)

KEMPY
(All Talking)

LORD BYRON OF BROADWAY
(All Talking, Singing)

THE GREEN GHOST
(All Talking)

MONTANA
(All Talking, Singing)

THE ORDEAL
All Talking

THE VIKING
(Sound, All Technicolor)

THE MYSTERIOUS ISLAND
(Sound, Dialog, Technicolor)

THE BIG SCOOP
(All Talking)

JUDICIAL MURDER
(All Talking)

IRIS
(All Talking)

INHUMAN GROUND
(All Talking)

LIGHTS AND SHADOWS
(All Talking)

AND 3 MORE GREAT ALL TALKING PICTURES

HAL ROACH COMEDIES

8 Our Gang (All Talking)
8 Laurel-Hardy (All Talking)
8 Charlie Chase (All Talking)
8 Harry Langdon (All Talking)
2 Our Gang (Synchronized)
2 Laurel-Hardy (Synchronized)

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16 GREATEST SHOWS FOR SILENT HOUSES

THE BROADWAY MELODY
HALLELUJAH

THE MYSTERIOUS ISLAND
(Technicolor)

JOAN CRAWFORD in
"Our Modern Maidens"
"Jungle" (new title to come)

JOHN GILBERT in
"Redemption"

WILLIAM HAINES in
"Navy Blue" "Speedway"

GRETA GARBO in
One Silent Picture
(Title to be announced)

LON CHANEY in
"The Bugle Sounds" and Two More

RAMON NOVARRO in
Two Silent Pictures
(Titles to be announced)

THE VIKING
(All Technicolor)

THE GREEN GHOST

M-G-M-INTERNATIONAL NEWSREEL
(Twice Weekly)

METRO-GOLDWYN-MAYER

The Fortune-Speller

Canadian Moving Picture DIGEST

Established in 1915 for
Exhibitors
Subscription: \$5.00 yearly
Telephone: Trinity 1481
Cable: Ontocanada

Published by Canadian
Moving Picture Digest
Company, Limited
259 Spadina Ave. - Toronto
London Office
80-82 Wardor St., W 1

RAY LEWIS
Editor and Managing Director

Vol, 21, No. 10

TORONTO 2, CANADA

July 6th, 1929

"Sounding the West"



SOMEONE is responsible for the best line of publicity which the West has had, namely, "Go West, young man, go West."

Being West, that is as far as Winnipeg, one senses the reason for the Western advice.

The Radio Industries of Canada recently admonished your editor to "Go West." The Radio Industries presented a Sound suggestion without any strings; and amplified the invitation, by arranging a luncheon at the Fort Garry Hotel, Winnipeg, where exhibitors from the city, the provinces of Manitoba, Saskatchewan, came like a meeting of the clans to Sound out their picture problems.

It was a case of East meeting West and West meeting East; and finding out that between the two was the tempo of the Dominion. Each spoke a language which each understood; and both met on a common ground of friendship, of kinship and co-operation.

"Sounding the West," your editor found a "grievance" here, and unto her care was delivered a message. This message involved the "Sounding of the West" in relationship to synchronous equipment, in relationship to "Sound" pictures.

The "grievance" dealt with prices for film. "Exorbitant demands on the part of distributors for 'Sound Product.'"

The exhibitors here expressed themselves as willing to meet a 100% increase in cost over the Silent film, but some exhibitors stated that their increase in price ran from 600 to 1000%.

It recalled the days when exhibitors and distributors looked upon each other as natural enemies, in place of co-operative merchants, delivering the goods to the public, although the feeling which prevailed was a calm and collected one, presenting no fireworks, nor any vestige of malicious rancour.

Here was an attitude which expressed itself in a resolve to keep away from "Sound Equipment" until prices of films dropped to normal levels.

The majority of theatres in the West have no "Sound" equipment. Several have non-synchronous attachments for which they have sent even as far as Nebraska; and which has to be serviced in Canada.

We know that the Silent Film has had its day and night. It belongs to a past tense era, to-morrow presents an audible screen which shall talk for itself in a language which all races will understand.

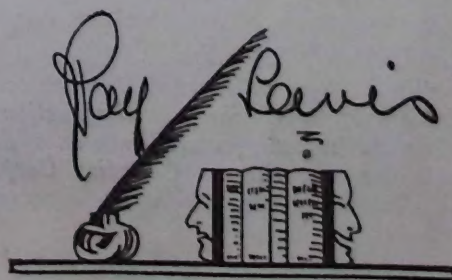
We know that a certain overhead can take care of a volume of business; and that an augmented amount of business can be taken care of under the same overhead.

The Silent Film has found its profits in a volume of distribution.

Our biggest producers and distributors have found it profitable to go after the business of the smaller houses, to cover territory; by way of leaving no territory uncovered. Representation everywhere has been the driving sales argument.

The Motion Picture Industry has not changed in this respect, even though its Film has learned to talk, Distribution counts.

The producers and distributors should look into the "grievance" as expressed by exhibitors West; and should "Sound this West," to the mutual benefit of exhibitor and distributor.



RAY



RAY LEWIS

PRESENTS

THE TRADE LUNCHEON at the Fort Garry Hotel had a splendid representation, under the auspices of the Radio Industries of Canada, Limited, no relation to Radio Corporation of America, save through the fact that the Radio Industries of Canada Limited are not only releasing Sound Equipment, building a Service factory in Winnipeg for this purpose, but this company is, through its management and directorate, interested in amplification generally.

The luncheon at the Fort Garry Hotel had a splendid representation of theatreowners. About seventy-five were present, a few having motored over a thousand miles across the prairies to attend.

ALDERMAN LEONARD officially represented Mayor Dan Maclean, who was unexpectedly called from the city.

Alderman Leonard opened the meeting, after a short introductory address by Mr. Chalu, of Radio Industries of Canada, and welcomed, not only the visitors, but the introduction of a new Industry to Winnipeg.

Not having been in Winnipeg for twelve years, much too long an interval between visits, I was impressed by what Alderman Leonard had to say by way of statistical facts, relative to Winnipeg, and by what I saw with my own eyes in development and progress.

Twelve years ago Winnipeg looked like a good sized Western town; to-day Winnipeg has a population approximately of three hundred thousand; and has taken on a flair which belongs to a thriving and growing industrial city. The figures for 1927 relative to manufacturing factories, as quoted by Ald. Leonard, were 859, with 23,000 employees and an output of 159 millions in manufactured goods.

IVISITED several of the theatres here. The Metropolitan appears to be a "gold mine." No wonder Walter Davis, and his charming wife, are always there. Mr. Davis in the lobby of his theatre, and Mrs. Davis on the Mezzanine Lounge, represent a type of showmanship which is becoming somewhat extinct. One felt that they loved this business of which they are a part; and were there, in evidence, because their business was a part of their life. It recalled the days when a Showman waxed eloquent over his star, his show, when he sold the public on the strength of his personality.

The Metropolitan is a good looking house, playing "Sound" pictures to capacity.

I visited The Tivoli, which belongs to Raymond Kershaw, and which in conjunction with The Osborne, recently entered into an affiliation with the Famous Players Canadian Corp.

The Tivoli is under the active management

of Mr. Kershaw's son, a chip off the old block, an enthusiastic type of young showman, who shows a personal interest and love for the business in which his father is a pioneer. This young man should develop into one of Canada's representative Showmen.

THE TIVOLI has a situation which is unique. Right in the heart of an exclusive residential section and directly facing a church, it has a patronage unrivalled.

It is still playing Silent Films, with a non-synchronous attachment. Western Electric are to Sound this house, and The Osborne within the next thirty days, I am informed.

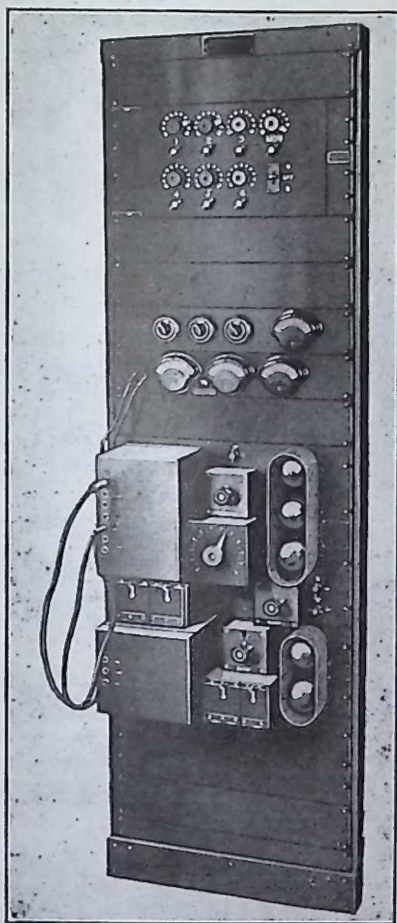
The Osborne is managed by Raymond Kershaw himself, a type of exhibitor who grows well in the West!

The Starland, Manager Popham, was another house I visited. A good looking house which was playing Silent Films and double features. It appeared to be too much for the money; and evidently not enough to register a substantial business. Here is the type of a house which presents the kind of an appearance which should "Sound."

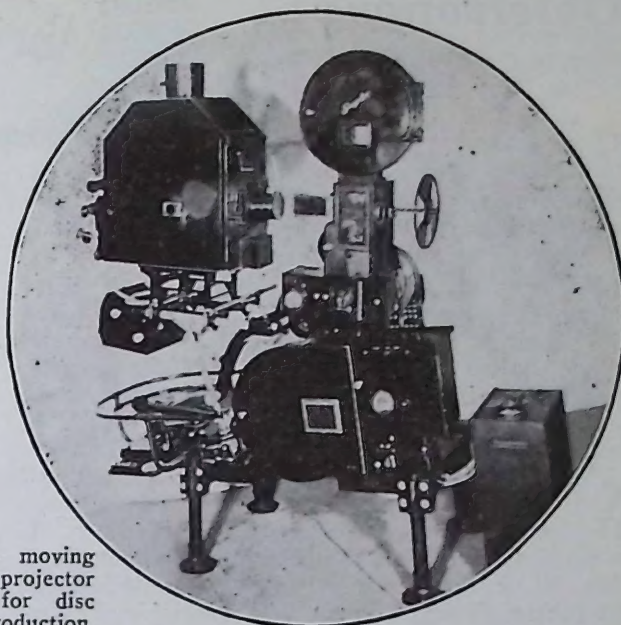
I visited Jake Miles' new theatre; and looked at the beginning of his newer theatre, which he is building on the other side of the river. The location would inspire one to question why, but after investigation I learned that this theatre had planted itself in the midst of a section from which there could be a draw represented by about 100,000 people.

GEORGE GRAHAM'S house, The Classic, is too good to remain Silent, so I told him, although George argued that he was holding his own against opposition almost on his doorstep; and an opposition which was presenting Talking pictures. The trouble with the competitive house, "The King's," St. James, was that its manager, Sam Morros, knew what he wanted, but did not get it; and after much experimentation solved his "Sound" problem so that his presentation was an asset to his house and not a liability. Fifty-seven varieties of pickles may do for Heinz, but it is better to buy one brand of equipment with which to "Sound" your house.





A Typical Amplifier Group



A standard moving picture projector equipment for disc or film reproduction.

Equip your Theatre for the showing of Sound Pictures

SOUND PICTURES have revolutionized the moving picture industry. In every theatre where these pictures have been shown they have proven a tremendous success.

The very latest developments of sound reproduction and projection are incorporated in Northern Electric Sound Projector Equipment.

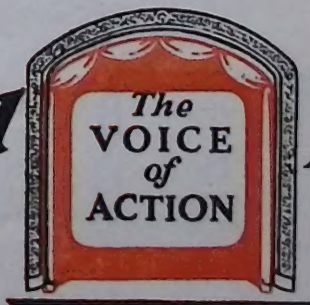
The latest productions of the companies listed at the left may be shown with this system.

Suitable equipment for both synchronous and non-synchronous types are available.

Write direct to the Research Products Department, for full information.

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Harold Lloyd Corporation.
Metropolitan Sound Studios, Inc.

Northern SOUND



Electric SYSTEM

NORTHERN ELECTRIC COMPANY LIMITED
Research Products Department
637 Craig Street West
Montreal

Observations



By The Editor

AMONG those who attended the Trade Luncheon, under the auspices of the Radio Industries of Canada Limited, your editor noted the following:

Mr. F. Ferguson, Secretary to His Worship the Mayor; Alderman Leonard, Mayor's Office; Mr. George Schutz, Exhibitors Herald, Chicago; Mr. L. Kuttner, Photophone Sales, Chicago; Mr. N. B. Zimmerman, Winnipeg Tribune; Mr. J. Conklin, Manitoba Free Press; Mr. S. B. Taube, World Wide Pictures; Mr. J. H. Huber, Fox Film Corporation; Mr. M. Iseman, First National Pictures; Mr. R. Wilson, Canadian Educational Films Ltd.; Mr. C. Weiner, Tiffany-Stahl Productions; Mr. H. Swartz, Canadian Universal Pictures; Mr. H. Decker, R. K. O. Pictures; Mr. Hill, Westinghouse Company, Mr. W. J. Popham, Starland Theatre, Winnipeg; Mr. G. Graham, Classic Theatre, Winnipeg; Mr. F. Kershaw, Osborne Theatre, Winnipeg; Mr. R. Kershaw, Tivoli Theatre, Winnipeg; Mr. W. Davis, Metropolitan Theatre, Winnipeg; Mr. S. Morros, New Kings Theatre, Winnipeg; Mr. McRae, Columbia Theatre, Winnipeg; Mr. J. Potvin, Plaza Theatre, Winnipeg; Mr. D. Galt, Rose Theatre, Winnipeg; Mr. N. Rothstein, Olympia Theatre, Assiniboia, Sask.; Messrs. Baldwin Bros., Souris, Man.; Mr. J. H. More, Souris, Man.; Mr. I. Triller, Transcona, Man.; Mr. A. E. Mellon, Elite Theatre, Portage la Prairie; Mr. Staples, Carman, Man.; Mr. A. Malcolmson, Carman, Man.; Mr. G. Fox, Cameo Theatre, Weyburn, Sask.; Mr. Szakocs, Kipling Theatre, Kipling, Sask.; Mr. Gray, Vanguard Theatre, Vanguard, Sask.; Mr. D. Joyal, Community Theatre, Sit. Vital, Man.; Mr. C. V. Lee, Memorial Bldg., Keewatin, Ont.; Mr. and Mrs. Digney, Victoria Theatre, Carberry, Man.; Mr. Richardson, Winnipeg Exposition. The following represented Radio Industries of Canada Limited: Mr. E. F. Hutchings, President; Mr. H. Johnson, Vice-President; Mr. S. A. Chalu, Mr. G. F. Bourke, M. P. Potvin, Mr. J. Gee, Mr. J. Lederou, Mr. J. J. McConnachie.

* * *

A NUMBER of the theatreowners left immediately after the speakers in order to motor back to their destination, and your editor was unable to get their names. The Open Forum, from which the press was excluded, revealed a great deal of interesting information by way of Equipment and Sound Films. The consensus of opinion was that houses would have to eventually introduce "Sound."

* * *

MR. GEORGE SCHUTZ of the editorial department of the Exhibitors Herald, Chicago, was an interesting speaker.

He covered briefly the development of Motion Pictures; and the research work as it applied to voice transmission in general. He expressed himself as unable to prophesy the position of the Silent Film in the future, but all indications pointed to a steady elimination of Silent pictures from the programs of production. The theatreowners gave Mr. Schutz their interested attention; and certainly appeared to be thoroughly acquainted with the Exhibitors Herald.

Mr. Schutz leaves Winnipeg Sunday to attend the theatreowners convention at the Detroit Lakes, where it is reported about five hundred theatreowners will con-

vene for the special purpose of discussing "Sound Equipment," and the increased rentals on "Sound Films."

* * *

A FURTHER visit around the city of Winnipeg revealed George Jessel in "Lucky Boy" at the Garrick, which is reported as another of the theatres which have had the 57 varieties of equipment with disastrous results. This reminds me of a statement which Mr. Schutz made in reference to an exhibitor who took a monkey wrench and a few bolts, etc., and built his own equipment at a cost of \$65.00. He received in return \$65.00 worth of "Sound Reproduction," and is one of the exhibitors who is responsible for giving the "Sound Pictures" the name of "squawkies." Here is an example of a theatreowner throwing a monkey-wrench into a "Sound" proposition, on which he could make money!

* * *

THE METROPOLITAN was playing "Chevalier" and playing it to capacity business. The Talking News Reel was a hit on its own, but all the exhibitors were "rooting" for "Chevalier," so you can't blame poor little me, I am sure, that I just can't make my heart behave when "Chevalier" sings to me.

* * *

The Province Theatre presented Monte Blue, in "The Greyhound Limited" and Lupino Lane in "Good Night, Nurse." (Silent)

* * *

THE LYCEUM was running "Show Boat," Universal's most entertaining picture, while the other Universal house, The Starland, was presenting M-G-M's "The Belamy Trial." By the way I heard a great deal of praise in respect to another M-G-M talking feature, "The Trial of Mary Dugan," Norma Shearer is a great favorite here.

* * *

THE CAPITOL, the Famous Players' house, had an all-Canadian program, and presented John Barrymore in "Eternal Love."

The coming picture is Milton Sills and Dorothy MacKaill in "His Captive Woman," a Vitaphone Talking picture.

* * *

The Regent, Main Street, near Logan, had the Fox Movietone feature, "The Red Dance," with Dolores Del Rio, and Educational's all-talking comedy, "The Bride's Relation," as an added feature.

* * *

BY THE WAY, the Lyceum presents, beginning Saturday, July 6th, Universal's most popular of stars, the one and only Reginald Denny in "His Lucky Day," his first talking picture. I should imagine that Denny would have a great talking voice, for I had the pleasure of hearing him give an address at an Universal public luncheon, and Denny's English accent and manner of delivery were most delightful.

* * *

THE COLLEGE, Main and Church, presented Laura La Plante, that charming Universal blonde, who did such excellent work in "Show Boat," and in "The Last Warning."

(Continued on Page 7)

(Continued from Page 6)

The Gaiety was presenting Colleen Moore in "Synthetic Sin," while the Crescent had a double feature program. Ken Maynard in "The Phantom City" and Claire Windsor in "The Opening Night." The Arlington at Portage and Arlington also had a double feature bill, Richard Barthelmess in "Scarlet Seas" and "Diamond Handcuffs."

* * *

THE ALLIED THEATRES are, the Garden which presented "The Lawless Region," the Palace running a double feature, "Beau Sabreur," and "On Your Toes," the Plaza double with "Out of the Ruins," and "Red Hot Speed," and the Rose, a talking feature, "The Leatherneck."

The Bijou was presenting D. W. Griffith's "Lady of the Pavements," and the Osborne, Mr. Kershaw's house, a double feature, "The Great White North," and Bessie Love in "Anybody Here Seen Kelly?"

* * *

MOST of the theatres which were Silent presented double features, "they had to" was the reply in answer to a question, "Wherefor?" Your editor thinks, and has always thought that double features were an admission of an inferiority on the part of a feature to draw; and that it was certainly giving the public too much for its money.

* * *

THERE are some fine theatres here, some good and some which could greatly be improved upon. The managers who were getting the money, belonged to the type of showman, who stands in his lobby and watches who comes into his house, being on the job with the "glad hand" and the "glad eye." The personal contact spirit, which is so much appreciated, and more than ever a necessity "out West," where "men are men," and your editor is glad of it, functions as such without reservations, nor restrictions.

* * *

JULES LEVY, general manager of the Radio-Keith-Orpheum Film Booking Corp., was a recent visitor in Winnipeg, where he was in conference with the manager of the Orpheum. This house has recently installed RCA Photophone.

* * *

George Graham is looking the "Sound" field over; and perhaps before I get back home will have made arrangements to "Sound" his house. If George had not said so many nice things about me at the Trade Luncheon, I might be better able to say he made an excellent speech, but to praise him, I must raise myself; and really I have a sense of modesty, even though I have to repress it in dealing with "the noted grave-digger, Sime."

SOME of the exhibitors here have been asking me how far up and how far down is the deadline on "Sime," and where is the stopping off place between up and down? Gentlemen, there is no place to stop when it comes to the deadlines of "Sime" he is dead all over.

You know the story? The minister's little girl seeing a black woman for the first time said "Daddy, look at her face, it's all black." "Daddy, look at her hands, they're all black too." "Yes, my child," answered the minister, "She's black all over," whereupon the child looked lovingly up at her ministerial daddy, and lisped, "Oh Daddy, you know everything."

Gentlemen, "the noted grave-digger" is dead all over. I know everything!

Princess Theatre, Montreal Opens With Sound

The Princess, which closed for a period in order to equip for "Sound," re-opened its doors recently with the United Artists' feature, Douglas Fairbanks, in "The Iron Mask."

This theatre is one of a chain belonging to The Consolidated Theatres of Montreal. The theatre was packed.

Edith Taliaferro, who recently closed a stock engagement in Toronto, at the Victoria, appeared in an introductory prologue, introduced the various theatre changes which had taken place during the last ten years.

Ben Bernie played a syncopated program, while Frank Crummett, well-known to Princess theatregoers sang, accompanying himself on his banjo.

The Imperial, St. John Becomes Talkie House

W. H. Golding will remain as manager of The Imperial, St. John, which will be extensively altered for "Sound Installation."

The orchestra, it is reported, has been given two weeks' notice. The Imperial has been acquired by the Famous Players from the E. F. Albee Interests; and it is the purpose of Famous Players to make the Imperial one of its key centres and a theatre de luxe. The name will probably be changed to the Capitol.

British and German Film Groups Affiliated

The London papers are appointing an amalgamation between the British Talking Pictures Ltd., and the Great Klang Films Tobis of Berlin and Amsterdam. The capital involved about \$300,000,000, or 60,000,000 pounds sterling.

Some of the publicity in association with the deal states that the affiliation is to "establish a United European front against domination of American interests."

Lake Shore Road To Have Theatre

A new theatre costing \$125,000 will be erected by D. E. Bennett Ltd., real estate brokers, Temple Bldg., Toronto. The seating capacity will be 1,400 and the location at the southeast corner of the Lake Shore Road, and Fourth Street, between New Toronto and Mimico. Six stores will be erected in conjunction with the theatre building. The land involved is 100 x 135 ft.

500 Million Theatre Plan for Warners

Reports are to the effect that Warner Bros. are planning to present the market with an issue for half of a billion dollars, or \$500,000,000 which tops all issues of its kind. We have been accustomed to writing a line-up of ciphers in Motion Picture history, but at this sum we nearly hesitate. However, those who say they know, say that it is time; and that the money is to be used for theatre expansion.

Twenty-five First National theatres in all key centres where First National pictures are not getting adequate showings. Meanwhile rumours still line-up the RKO in a big theatre deal.

FORWARD MARCH



CARL LAEMMLE,
Twenty Years a
Producer, Presents
the
1929-30
PRODUCT

Super Productions

The ONE and ONLY BROADWAY

With Glenn Tryon, Evelyn Brent, Merna Kennedy, T. E. Jackson, Harlan, Robert Ellis, Paul Porcasi, Leslie Fenton, Betty Francisco. Laemmle, Jr., Production directed by PAUL FEJOS. 100% TALKING, SINGING, DANCING and SILENT.

SHOW BOAT

Edna Ferber's novel, with Laura La Plante, Joseph Schildkraut, Harlan, Alma Rubens, Emily Fitzroy, Jane La Verne. Ziegfeld Production. HARRY POLLARD Production. TALKING—SILENT.

PAUL WHITEMAN in KING OF JAZZ

The world's most popular personality in a magnificent Movietone production of jazz, syncopation, dancing, song, drama. A Carl Laemmle, Jr. Production directed by PAUL FEJOS.

Laemmle Special Production

THE STORM

A BRAND NEW picture, with a greater cast, greater effects, and from the famous stage play by Langdon McCormick. ALL TALKING and SILENT.

MEN IN HER LIFE

WARNER FABIAN, author of "Flaming Youth" writes a box-office smash. TALKING and SILENT.

THE COHENS AND KELLYS IN SCOTLAND

The Funniest Scotch story of them all. Starring GEORGE SIDNEY, CHARLIE MURRAY. ALL TALKING and SILENT.

THE LAST PERFORMANCE

A smashing drama of the stage, starring CONRAD VEIDT and PHILBIN. Directed by PAUL FEJOS. TALKING and SILENT.

THE SHANNONS OF BROADWAY

Jimmie Gleason and his wife Lucile, in the story that made them laugh until it cried. Story by James Gleason. ALL TALKING and SILENT.

TONIGHT AT TWELVE

Owen Davis' master melodrama and sensational stage success. cast. ALL TALKING and SILENT.

// **WE'VE GOT WHA**

WITH UNIVERSAL!

Universal Productions

LAURA LA PLANTE

The Magnolia of "SHOW BOAT," in **HOLD YOUR MAN** and **SOFT SHOULDERS**. TALKING and SILENT.

JOHN BOLES

The star with the best male voice on the screen, in **MOONLIGHT MADNESS** and **THE SONG OF PASSION**. TALKING and SILENT.

JOSEPH SCHILDKRAUT

The most romantic figure on the screen, in **MISSISSIPPI GAMBLER**—**THE BACHELOR HUSBAND**—**THE MAN ABOUT TOWN**. TALKING and SILENT.

MARY NOLAN

The Box-Office girl of your dreams in **MADEMOISELLE CAYENNE**—**THE COME-ON GIRL**—**LIPSTICK**—**LADIES IN LOVE**. TALKING and SILENT.

REGINALD DENNY

The star they want in roles you've asked for—**EMBARRASSING MOMENTS**—**NO! NO! NAPOLEON!** TALKING and SILENT.

GLENN TRYON and MERNA KENNEDY

Straight from "Broadway" to you in **BARNUM WAS RIGHT**—**ANYTHING GOES**—**THE TIMES SQUARE KID**. TALKING and SILENT.

GEORGE LEWIS and BARBARA KENT

The team with Youth—Beauty—Pep—Jazz, in **FLAMING DAUGHTERS** and **KEEP ON DANCING**. TALKING and SILENT.

GIRL OVERBOARD

Revealing a new, golden-voiced **MARY PHILBIN**, with **Fred MacKaye**, **Otto Harlan** and others. Story by **J. B. Clymer**. A **Wesley Ruggles** Production. TALKING and SILENT.

THE DRAKE CASE

A mystery story that fairly shouts **BOX-OFFICE**. Story by **Charles A. Logue**. TALKING and SILENT.

THE CLIMAX

Starring **JEAN HERSHOLT** and **KATHRYN CRAWFORD**. From the play by **Edward Locke**. Directed by **Renaud Hoffman**. ALL-TALKING and SILENT.

BRAWN OF THE SEA

MARY PHILBIN in the most thrilling sea story yet put on the screen. TALKING and SILENT.

SHE BELONGS TO ME

Father against son in a tremendous conflict for the love of an orphan girl. TALKING and SILENT.

KEN MAYNARD

Universal's big outdoors star, talking and singing in 8 **BIG ONES**, including **TALL TIMBER**—**THE LOST CANYON**—**CRIMSON COURAGE**—**THE TRAIL OF THE PACK**. TALKING and SILENT.

HOOT GIBSON

Get-the-money **Gibson** in 8 **B. O. WESTERNS**—**RODEO DAYS**—**HAND 'EM OVER**—**THE ACE RIDER**—**MONTANA KID**—**HOWDY, COWBOY**—**THE MOUNTED STRANGER**—**THE LONG, LONG TRAIL**—**GALLOPING WINDS**. TALKING and SILENT.

6 SMASHING WESTERNS

Reissues of six of the fastest five-reelers ever released by Universal. Three starring **Jack Hoxie**, three starring **William Desmond**. SILENT ONLY.

Universal Super Shorts

UNIVERSAL NEWSREEL

The greatest newspapers in the country combine with Universal in the finest news-reel ever conceived. Local tie-ups that mean money to YOU. Two issues each week... 104 a year.

SPORTING YOUTH SERIES

Twelve of the greatest two-reel subjects ever produced. They're **JUNIOR JEWELS**—and worthy of the name. TALKING and SILENT.

6 PAT ROONEYS

Pat, **Marlon**, and **Patsy** in six of the biggest headline attractions ever offered. A series of two-reelers big enough for the biggest theatre in the land. ALL TALKING, SINGING, DANCING, ONLY.

10 SUNNY JIMS

Sunny Jim, the Box-Office Baby, in ten two-reelers cram-jam packed with new gags, new action and **NEW PULLING POWER**. TALKING and SILENT.

10 ARTHUR LAKES

These two-reelers fairly bubble with the pep and spirit of Youth on a Rampage! A great comedy star in a great series. SILENT ONLY.

10 SID SAYLORS

A comedian who brings you new, fresh, speedy and thoroughly unique comedy entertainment. SILENT ONLY.

10 ALL STARS

Ten of the funniest comedies that brains can devise or that money, effort and unlimited resources can obtain. TALKING and SILENT.

THE FIRST TALKING SERIALS

THE ACE OF SCOTLAND YARD

Universal's sensational detective serial. 10 episodes. TALKING and SILENT.

TARZAN THE TIGER

Bigger and more sensational than "Tarzan the Mighty." SOUND and SILENT. 10 episodes.

THE JADE BOX

Mystery thriller. 10 episodes. SOUND and SILENT.

TERRY OF THE TIMES

Big newspaper serial. 10 episodes. SOUND and SILENT.

THE LIGHTNING EXPRESS

Railroad thrills—AND HOW! 10 episodes. SOUND and SILENT.

OSWALD, THE LUCKY RABBIT

26 of the funniest cartoons it has ever been your privilege to HEAR and SEE. Single reels. SOUND and SILENT.

6 BENNY RUBINS

The Broadway headliner in a series of one-reel knockouts. ALL-TALKING, SINGING, DANCING, ONLY.

26 SPECIAL 1 REELERS

The best one-reel comedies Universal ever made, selected for laughs and profits. Reissued. SILENT ONLY.

ACTION WESTERNS

52 dashing—smashing—exciting two-reel Westerns. 26 new ones starring **Ted Carson** and **Bobbe Nelson**; 26 reissues of the best releases of **Jack Hoxie**, **Edmund Cobb**, **Pete Morrison**, **Billy Sullivan**, **Jack Daugherty**, **Josie Sedgwick**. SILENT ONLY.

UNIVERSAL COMPLETE SERVICE CONTRACT

Again this season—the boon to the big-city theatre, the lifesaver to the small town theatre—"The pictures you want, when you want them, at a price you can afford to pay."

YOU HAVE TO HAVE!!

Radio Industries "Talkietone"

By GERALD F. BOURKE

Theatre Service Division, Radio Industries of Canada, Limited.

IN PRESENTING to the Motion Picture Exhibitor, its splendid equipment for "Talkies," the Radio Industries of Canada, Limited, introduces a thoroughly reliable product, the concentrated result of a long period of intensive research and experimentation, conducted by some of the most competent experts in amplified reproduction of sound.

"Talkietone," the patent-protected title of this product, is the completely synchronized equipment sponsored, installed, guaranteed, and serviced by a progressive Company, The Radio Industries of Canada, Limited.

THE COMPANY also sells and guarantees every installation throughout Canada of Columbia Theatrephone, a non-synchronous product.

Three salient points are stressed by the makers of "Talkietone" in the course of a very energetic campaign to place "Talkietone" honestly before the Exhibitors.

"TALKIETONE" was built and assembled with the object of providing simplicity and accuracy of operation — no cumbersome system of friction pulleys or ponderous strain on projectors — Clarity of tone and modulation, reproducing in exact distinctness the sounds recorded on the discs — No distortion and no muffling or scraping — and ample volume obtained without straining the balance of tonal quality.

No machine can correct the "recording." Talkietone reproduces faithfully the exact cadences, inflections and intonations of the voice or sound.

MOREOVER, the guarantee back of the instrument is complete. It is no brag. Satisfaction must be given, and the firm is financially able to fulfil its guarantee.

The Company installs its own equipment and services it, an added assurance that Radio Industries of Canada, Limited, knows the absolute reliability of every unit sold. There is no gambling in purchasing this product.

TALKIETONE and THEATREPHONE are Class "A1" in every detail.

See it! Hear it! and be convinced beyond a shadow of doubt.

WE DO NOT ask any other firm to boost our equipment.

Because we make only the most conservative claims for our product — claims which we know we can substantiate and which are backed by a solid guarantee. This guarantee is based on our financial ability to carry out every detail of our contracts.

Why should we permit any other agency to impair our reputation by allowing the opportunity for mis-statements or false claims.

We do not say we have the cheapest equipment. We have seen and repaired, remodelled and replaced a lot of cheap equipment, but we most emphatically do *not* sell such equipment.

WE, HOWEVER, do say that we have the best value in equipment at a price which is more than reasonable, when the purchaser considers absolute values. We don't sell a mass of machinery. We sell a delicately perfected instrument, which despite its accuracy is strong, rugged, and efficient. It is the simplest, yet the finest "Talkie" equipment in the market.

And unlike so many other products on the market, "Talkietone" and its non-synchronous counterpart, Columbia Theatrephone, are serviced completely by our staff of experts. We don't send you the parts and let you take pot luck. We instal every unit that bears our guarantee.

We know the quality of our product and as we appreciate the confidence that the exhibitors have in us, we will not prejudice it by allowing any independent party to quote us or to make statements which we do not absolutely authorize in detail.

WE DO NOT fear competition. We can beat that in fair combat. We do not fear inaccuracy and over-enthusiasm from uninformed boosters.

We purpose to deal honestly with you and make good on our claims as to the supremacy of "Talkietone" Theatrephone, our Record Library and Cueing Service.

We will gladly supply any information needed.



GUESTS AT THE EDUCATIONAL FILM EXCHANGES CONVENTION AT ATLANTIC CITY, JUNE 20-22.

Left to right: "Listening to the Merry Sea Waves," A. S. Kirkpatrick, Assistant General Manager. "See Him Smiling," E. W. Hammons, President, Educational Film Exchanges Inc. "The smile of international friendship," H. L. Pfaff, Toronto, and James Travis, Canadian General Manager.

Famous Eastern Managers Assemble In Convention

MANAGERS of theatres in all parts of Eastern Canada gathered at the Clifton House, Niagara Falls, Ontario, for the Eastern Convention of Famous Players Canadian Corp., on July 3, the program covering a period of three days. Many addresses were heard and the discussions were numerous during the sessions, particular attention being paid to audiens, suburban theatre patronage, community spirit, equipment and advertising. Entertainment features were not neglected, these including a banquet and frolic, a golf tournament and a dinner at the Hotel Statler, Buffalo, N.Y., on Wednesday evening, followed by a theatre party at Shea's Buffalo Theatre.

THE SPEAKERS who devoted their attention to the sound picture situation included O. R. Harvey, manager of the Research Products Sales Department, Northern Electric Company, Montreal; Charles Dentlebeck, projection supervisor of Famous Players Canadian Corp., Clarence Robson, Eastern general manager of theatres; Thomas J. Bragg and Ben Geldsaler, officials of the corporation at Toronto.

THE SUBJECT of community spirit was dealt with by Jack Arthur of the Toronto Uptown, Ernie Moule of the Brantford Temple, and Charles Querrie of the Toronto Palace. Among those who spoke on Theatre Operation were Harry Dahn, Montreal Capitol; A. P. Drohan of the Chatham Capitol and James Lynch of the Toronto Runnymede Theatre. Theatre Patronage engaged the attention of Harry Sedgwick, Sam DePass and Sam Bloom, Toronto executives, while the following discussed Theatre Maintenance: Fred Shafer, Toronto Pantages; Ernie Smithies, Capitol, Kingston; and Ray Tubman, Regent and Imperial Theatres, Ottawa. Advertising campaigns were discussed by Tom Daley of the Toronto Tivoli, Ernest Geyer of Toronto, H. M. Thomas, Western Division general manager, Leonard Bishop of the Hamilton Tivoli, Robert Roddick of the London Capitol and George Rotsky of the Montreal Palace.

Prize Radio Play To Be Made All-Talking Photophone Picture

THE FIRST RADIO drama to reach the talking screen is now in production at the Gramercy Studios of the RCA Photophone, Inc., in New York, where "Hunt The Tiger," prize winning play in the British Broadcasting competition, is being made into an all-talking picture. A distinguished group of Broadway players, including Alexander Kirkland, Theatre Guild star in "Wings Over Europe," Veree Teasdale, and Pedro de Cordoba, has been cast, with J. Leo Meehan, producer and director who recently joined RCA Photophone, directing.

"HUNT THE TIGER," a melodramatic romance of 18th century France by Henry A. Hering, won the international contest conducted by all British radio stations for the most effective dramatic offering on the air. Radio, which demands highly ingenious illustrative sound effects as a substitute for what the radio audience cannot see, has made "Hunt The Tiger" a perfect adaptation to the audible film.

RCA Photophone sound recording, the latest development of radio research, will be employed throughout to record the dialogue and special effects which won for "Hunt The Tiger" first prize on the radio.

Tiffany-Stahl Buys "Mr Antonio" For Leo Carrillo

LEO CARRILLO, who arrived in New York after an absence of more than a year, was hastily recalled to Hollywood to make his first talking and singing production for Tiffany-Stahl entitled "Mr. Antonio," the stage play by Booth Tarkington played for a long while on the legitimate stage by Otis Skinner. After a conference held in New York with Grant L. Cook, Vice-President of the company, in which many stories and plays were discussed, it was decided that "Mr. Antonio" would best suit Mr. Carrillo's talents as the first vehicle. Mr. Carrillo is the gifted stage star of "Lombardi, Ltd.", "The Bad Man," and other well known productions. After finishing his first picture for Tiffany-Stahl, he leaves for a tour of the Antipodes, his first stop being Melbourne, Australia, to be gone about 22 weeks. He will then return to the United States to make his second picture for Tiffany-Stahl, the title of which has not yet been announced.

New Provincial Ruling Governing "Sound" Equipment

(Special to Digest from Ottawa)

HON. DR. J. D. MONTEITH, Provincial Treasurer of Ontario, has ruled that sound picture equipment cannot be installed in any theatre in the Province of Ontario until it has been given a thorough structural examination by inspectors of his department. The regulations of the Ontario Theatres and Cinematographs Act are to be strictly enforced in every detail, he has announced, and a number of theatres have been advised that extensive alterations are necessary.

"We have no choice," declared Hon. Dr. Monteith in his statement, "but to recommend more extensive alterations in many theatres to meet the new condition. The theatres will realize, as well as the public, the necessity of additional precaution on the part of the inspectors to further protect the public. We feel it will not be necessary to adopt any arbitrary means. Co-operation, as in the past, will satisfy the situation. The need for action is apparent as not only property but life is at stake in this matter."

HON. DR. MONTEITH pointed out that an indication of the extra theatre hazard attending the presentation of audiens was to be found in the fact that there had been 21 theatre fires in Ontario during the past six months, or four times more than had occurred in the corresponding period in any of the four previous years. Ontario had been free from theatre disasters and Ontario theatres had reached a high standard with the greatest possible measure of protection for patrons. It was the desire of the Government that this close scrutiny and great record should be maintained.

THE MINISTER announced that several of the recently-constructed theatres would require alterations to meet the new requirements but there were a considerable number of older houses which would have to undergo substantial change before they would be permitted to install and operate sound picture equipment, in order to provide for the safety of the public. The names of the theatres were not mentioned.

Tiffany's "Woman To Woman" With Gainsborough Pictures

TIFFANY-STAHLE announces that they have just completed a contract with Gainsborough Pictures of London (which company is affiliated with the Gaumont British Company) through the Managing Director, Michael Balcon, and Arthur Lee, United States representative of Gainsborough, for the filming of "Woman To Woman," an all-talking production, which was a successful London play written by Michael Morton.

"Woman To Woman" is to be directed in the United States by Victor Saville, who will come here from England early in August to commence work.

Mr. Saville was responsible for the supervision of such productions as "Mademoiselle From Armentieres," "Roses of Picardy" and "Hindle Wakes," and has personally directed such outstanding pictures as "The Arcadians," "Tessa" and "Kitty," the last named now playing in New York City.

THE PRODUCING affiliation with Gainsborough closely follows on the announcement made by Grant L. Cook, Vice-President of Tiffany-Stahl, of that company's contract with the Gaumont Company of Great Britain to produce four pictures, two to be made in England and two in the United States, plus a distributing arrangement for the four pictures in Great Britain and the United States.

FOR SALE

1,000 Opera Chairs, in excellent condition.
Apply Frankel Salvage Co., Limited, Toronto.

Pacent Announces New Junior Models With Full Details Later

LOUIS G. PACENT, President of the Pacent Reproducer Corporation today gave out a statement outlining generally two new synchronous talkers for small theatres, which will be ready for delivery in August. Mr. Pacent states that the two new machines have many features in common with the large Pacent Reproducers, the principal difference being that the new equipment is designed for small theatres of 500 seats and less.

Mr. Pacent's statement in full follows:

"For many months our Engineering Department has been devoting their attention to the design of Junior equipment which would set a new standard in quality for the small house. We realize that the small theatre can hardly pay the same price for sound as the large theatre. We have worked to give the small exhibitor, in the new Junior models, just as fine quality for less money, as larger houses have in our two machines with Type 2 M D A and 4 M D A systems, of which there are over 600 in operation successfully.

THERE are two new Junior models. When they are first demonstrated to the trade and when the prices on this new equipment are announced, we feel certain that it will cause little short of a sensation in the trade. The first model is for high quality disc reproduction. There will also be another model combining disc and sound on film reproduction. There will also be a low priced non-synchronous reproducer for small houses, which we believe is the best kind of its kind ever put on the market.

IT IS our policy to install the new Junior models on extremely liberal extended terms. With the prices which will be announced on the new models, there is no reason for any house being without excellent sound reproduction. We are prepared to have orders on the new equipment delivered and installed in August."

Ideal for Sound!

Fourteen new DeLuxe Model H Motiographs in one week for use with "Sound" Equipment is a direct expression of the Exhibitor as to what equipment he considers best suited to perfect reproduction. The Motiograph Model H is adaptable for use with **all** Sound Systems, it is in a class by itself in giving perfect results and that is why it is daily being chosen for "Sound" use. The patented cylindrical shutter on the gate removes 62% of the heat on film, parts and lenses. The Motiograph Reflector Arc Lamp is perfect in construction, adjustments and operation. And with the "Cont-El-Arc" Motor Generator Set the perfect equipment is complete. If you put in "Sound", do it right — and the right basis is with equipment supplied by

THE COLEMAN ELECTRIC Co. - 258 Victoria St. - Toronto, Ont.

"Courtesy With Service"



Show Business



The frontier town of The Pas, Man., will have its third motion picture theatre by the fall, according to plans announced recently. The structure will cost \$50,000 and it will be installed with mechanism for sound pictures.

The Alberta Government has decided by order-in-council to take off the tax on admission tickets to theatres up to and including 25 cents. This will greatly please the children who have been paying a two cent tax for years on the tickets. What is more interesting would be a decision of the government to take the tax off adult admission tickets.

A suit has been launched in the Exchequer Court of Canada, Ottawa, by Western Electric Company, New York, and Northern Electric Company, Limited, against the Pacent Reproducer Corporation and the Regent Theatre of Sudbury, Ontario, alleging infringement of three Canadian patents on sound picture equipment held by the plaintiff companies. This is the first action covering audien equipment to be instituted in the Dominion by Western Electric and it follows similar suits in the United States.

The Regent Theatre which is operated at Sudbury by Stevens Theatres, Limited, had recently installed the Pacent equipment. It is probably that the hearing of the cases will take place in the early Fall.

With the adoption of the all-audien policy at B. F. Keith's Theatre, Ottawa, Ontario, on June 29, Manager J. M. Franklin made a 10 cent reduction in admission prices, the matinee charge being a flat 25 cent rate with evening prices scaling up to 50 cents. The Centre Theatre at Ottawa made the same reduction, this also being the scale at the Imperial Theatre, all wired. With the dropping of vaudeville at Keith's, there is now no theatre orchestra or stage crew in any Ottawa house.

A gala theatre occasion in Ottawa, Ontario, was the parade of the 38th Cameron Highlanders, a crack Scottish unit, to the Regent Theatre recently, for a performance of "Black Watch," the current attraction. The regiment paraded with its own pipe band and buglers.

To celebrate its complete Canadianization, Famous Players Canadian Corp. conducted a "First Annual All-Canadian Week" in its 180 theatres throughout the Dominion during the week starting June 29 when special emphasis was laid on the fact that the company is now owned and controlled by Canadians.

Because of the general interest in "Show Boat," the Universal production now having a successful run in the Dominion, the Canadian Department of Interior, has dug up the fact that Canada actually has a stream officially known as "Old Man River." This is located in Alberta and its name was taken from an Indian legend

that a mythical character, "Old Man," dug the channel for the river through a picturesque section of the country before wandering to the Prairies.

The work of installing audien equipment in the theatres of Famous Players Canadian Corp. is proceeding apace, the latest to be completed being the Capitol at Peterboro. More suburban Toronto houses are also being wired, these including the Palace, Oakwood, Parkdale and Runnymede.

The annual convention of Western Division managers of Famous Players Canadian Corp., is taking place at Vancouver, B.C., on July 16, 17 and 18, with H. M. Thomas in charge, assisted by John Muir of Vancouver, supervisor for British Columbia, and Walter Davis of the Metropolitan, Winnipeg.

Following substantial alterations, the Francais Theatre, Ottawa, has been re-opened by Joseph Paquin. A new floor was constructed, the projection booth rebuilt and the interior redecorated.

The handsome new Capitol Theatre at North Bay, Ontario, is completely equipped for audien presentations, the opening feature being "In Old Arizona," and it also has a large stage for road shows. Three hundred of the 1,500 seats are located in a mezzanine balcony. The manager is Jack Nelson, a well-known Ontario exhibitor.

The motion picture bureau of the Canadian Department of Trade and Commerce has made rapid progress as an educational and advertising medium during the past several years.

Over last year the growth in the volume of output of motion picture films was approximately 20 per cent. These films were made largely at the request of provincial authorities and were broadcasted wherever it was deemed advisable they should be shown or when there was a request for their appearance.

The appropriation required this year was \$75,000, an increase of \$25,000 over the vote of last year. The expanding work of the bureau made the increase necessary. This item was passed.

Hamilton, Ontario, has not had Daylight Saving for 10 years, but the residents have decided in favor of changing the clocks once more, this being decided by a plebiscite. Belleville, Ontario, has also adopted Daylight Saving for the first time in six years while Trenton, Ontario, has also turned to "fast time."

LOEWS LONDON THEATRES, LTD., established a new high record for attendance, gross and net earnings, following the installation of Sound and Talking Pictures. A check up was made covering a four months' period for 1929, ending in May, with the returns covering the same period during the previous year. The business promises to continue to build up.

Round About the Studios



Belle Bennett as "Molly," in Tiffany's "Molly and Me."

"Whispering Winds," a Tiffany-Stahl production featuring Patsy Ruth Miller, Malcolm McGregor and Eve Southern, is now being dialogued under the special supervision of John M. Stahl and assisted by David Hartford. It is due for an early release. The theme song written by Harry Kerr and H. J. Tandler is entitled "Whenever I Think of You."

During the last week of the month "Honeymooniacs," a two-reel Mermaid Comedy, and "Contented Wives," a one-reel Cameo, will be available for general release. In "Honeymooniacs," Monty Collins stars as a blundering bridegroom who, by his lumbering, bashfulness, turns his honeymoon into a nightmare. Betty Boyd plays opposite him, while Harold Goodwin and Maxine Jennings play the other principal roles. Stephen Roberts directed.

The entire atmosphere of the Tiffany-Stahl Studios in Hollywood at the present time is Irish due to the fact that work is about to commence on the Sally O'Neill talking and singing production, "Kathleen Mavourneen," which will be directed by Al Ray under the special supervision of John M. Stahl, with the talking sequences directed by David Hartford. More than 100 men were called in and tried out for their Irish brogue and the lot resembled a day at an Irish fair. Sally O'Neill has a natural brogue and is a typical Irish colleen.

"Contented Wives" is a Cameo release, a domestic comedy starring Al Alt, and featuring Eleanor Frederick, George Spear and Donald Dahlke. Francis J. Martin directed.

H. H. Van Loan, novelist, publicist and playwright, who began his writing career with Universal, has decided again to throw in his lot with that company. On Sunday he entrained for Universal City, under a long-term contract. His first work will be writing dialogue, with Charles S. Webb, who is already in Universal City, for "The Homicide Squad."

Both Adolphe Menjou and Fay Compton, his leading woman, will sing in Menjou's current and first all-talking picture for Paramount, "Fashions in Love." Menjou will sing a number, "Delphine," and Miss Compton, "I Still Believe in You."

A real graduate of Shakespeare is Frank Nelson, the old-time character actor who plays Uncle Tom in Edgar Selwyn's MGM talking version of "Eva the Fifth," a talkie based on the trials of a stranded "Tom" troupe. Nelson has appeared as Marc Antony, King Lear and Buckingham in "Richard III."

Marc Connelly, famous playwright who recently made his talking picture debut as an actor with two original comedies produced at the RCA Photophone Studios in New York, has been signed to make six additional comedies of his own writing, it is announced.



Conrad Nagel, Metro-Goldwyn-Mayer star, whose next offering will be "Dynamite."

Eugene Borden and Mildren Van Dorn have been cast in support of Laura La Plante in "One Rainy Night." This is the production which Emmett Flynn was especially engaged to direct. It starts in production this week at Universal City.

Nigel de Brulier, featured in many of Douglas Fairbanks' recent pictures, has been signed by Paramount for the role of Lama in "The Wheel of Life," an all-talker starring Richard Dix. Lama is a high priest of India.

Charles Bickford is seriously considering installing a 75-foot "fireman's pole" from his house on top of a cliff at Playa del Rey, California, to the beach below. By foot-path it is a half a mile and ten minutes. By greased pole it would be five seconds. The burly, red-headed stage star has just completed his first talkie part, the lead in Cecil B. DeMille's initial Metro-Goldwyn-Mayer production, "Dynamite," by Jeanie MacPherson.

Fred Newmeyer will direct Alan Hale, Pathe featured player, in "Sailor's Holiday," for which Joseph Franklin Poland is now completing the dialogue. Poland is also author of the original script. Shooting will start in about two weeks.



Scene from "Hallelujah," an all negro feature directed by King Vidor and released through Metro-Goldwyn-Mayer.

The United States Cavalry will be the hero of a tremendous Tiffany-Stahl special production for which Arthur Guy Empey, famous soldier and author, has secured the authority and co-operation of the United States Government. The entire division of cavalry, consisting of twelve thousand horses and men and three cavalry posts in Texas, California and Kansas, will be used in the production.

"Troopers Three" is the title of the story, an original written for Tiffany-Stahl by Empey. It will be the first picture of its type to be produced in sound. Empey's own regiment, 11th U. S. Cavalry, will be one of the high spots.

Pathe Presents

William Boyd

.... *IN*

High Voltage

With OWEN MOORE, CAROL LOMBARD
and DIANE ELLIS

Directed by HOWARD HIGGIN

A Million-Volt B.O. Attraction

And again it's a Bill Boyd hit. But this time something more than a big picture — for it's a big picture completely dialogued, Boyd's first all-talking production. A new Boyd film is always a matter for exhibitor whoopee, but when you get as powerful a dramatic story as Boyd has ever put over rendered trebly powerful by his marvelous speaking voice and the perfect voices of the supporting cast — you have something! "High Voltage" is the story of six entirely different characters — two women and four men — marooned by a vicious blizzard of ice and snow, shut off from the world in a dingy mountain shack miles from civilization.

Regal Films Limited *Sole Canadian Distributor
for Pathe Pictures*

Toronto - Montreal - St. John - Winnipeg - Calgary - Vancouver

Don't Sign Up for a Single Feature or Short Subject for Next Season Till You Get Regal's Line-Up

REGAL FILMS LIMITED will soon make its announcement of product for release during season 1929-1930. This will comprise the most comprehensive lines of Features, Comedies, Serials, New Reels and other short subjects that have ever been offered by a single distributing company.

Both sound and silent subjects will be offered, all from producers with international reputations.

With such product as Metro-Goldwyn-Mayer, Pathe Pictures and others, a Regal contract is going to mean a money-making theatre for the exhibitor fortunate enough to sign one.

Watch this paper for full details of the 1929-30 product.

Regal Films Limited Delivered Most of the Big Hits This Season. It Will Have Still More Next Season